Managing Different Sized Stakeholder Groups

There is nothing more critical to the success of your project than identifying and managing stakeholders throughout the duration of your digital project. Whether they're internal or external, knowing who they are, what their goals for the project are and how to manage different sized groups will ensure the success of your initiative. Here's how to do that.

Identify

1 Determine if they are an internal or external stakeholder.

Internal Stakeholder Examples

- Employees
- Investors
- Donors
- Board of Directors

External Stakeholder Examples

- Customers
- Suppliers
- Vendors
- Government

2 Identify what the interest or concern of that stakeholder / stakeholder group might be.

- What are their goals for the project or organization?
- What are they interested in or what are they opposed to (for detractors)?
- How influential are these people or groups?
- Are there important details on how or where to engage these parties to get the best results?

Plan

3 Verify Needs and Expectations

- Determine which methods of communication will be most effective for the individual or group.
- Confirm the frequency by which you should be communicating with the stakeholders.
- Establish the understanding of what information should be included for each stakeholder to be able to manage the overall project communication.

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Determine the tactics to use to manage the stakeholders.

These include, but are not limited to:

- Meetings
- Detailed, Transparent Planning
- Prioritization of tasks, reprioritization if necessary
- Risk identification and mitigation
- RACI / Decision Matrix
- Stakeholder involvement through 1:1 interviews

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Confirm size of stakeholder group.

- Now that you know who to engage, when to engage and how to engage them, you need to determine the size to verify the most effective tactics.
- Smaller stakeholder groups will likely require less tactics based on size whereas larger groups will require more to ensure the understanding of all current and future states by all team members.

Adopt in Practice

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Monitor and control stakeholder engagement

- Regular meetings, complete with risk assessments
- Keep a summary on who and how you engage stakeholders
- Manage and mitigate any information that might negatively affect progress on your project.

We’re here to help!

Tell us about your next great thing!

Reach out to work@aten.io for a free consultation.